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Subject: Local Students Design 5th/3rd Riverbank Run Logos
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Included below is a press release regarding Graphic Design students at Ferris State University. Further information is available by contacting Leah Nixon, assistant director of News Services.

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Ferris Students Design Fifth Third River Bank Run Advertising, T-shirt Concepts

BIG RAPIDS – The Fifth Third Riverbank Run has collaborated with senior students enrolled in the Graphic Design program at Ferris State University for the eighth consecutive year to design advertising components and T-shirt concepts for the 33rd running of the event May 8.

Students involved in the project include: Jon Bergmann, 24, Big Rapids; Jesse Cocking, 28, Flint; Steven McMahon, 21, Rockford; Alissa Rader, 21 Bad Axe; and Rebecca Stream, 21, Kent City. The team of students worked under the creative direction of Linda Powell and Alison Larabel, assistant professors of Graphic Design at Ferris.

“The Fifth Third River Bank Run project provides Ferris State University’s senior Graphic Design students with opportunities for practical design business experience, including project management, client interaction and pre-production practice,” Fifth Third Bank-West Michigan President John Bultema said. “In turn, the students provide the event with creative design applications that are utilized in advertising, collateral materials and race day T-shirts.”

A new twist in this year’s campaign gave community members the ability to select the final race day T-shirt design by casting votes online for their favorite graphic. Three race day T-shirt designs were created by the students, and the winning design will be modified slightly for each event and unveiled and worn by participants in the 25K, 10K, 5K run and walk, and junior events.

“The students were delighted that the community voted on their race day T-shirt designs,” Powell added. “They are extremely proud of their work – all of which will be represented in their senior portfolios – and they look forward to finding out what design will be showcased.”

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